

Ask customers to join your email list at checkout

Add a sign-up checkbox to your checkout, see who ticked it and export the list for your own email service.

Add-on Online store

Add a checkbox to your checkout so customers can choose to hear from you. Then you only email people who said yes. The emails themselves are yours to write and send, from your own email service.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.

Add the checkbox

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Marketing**, then **Newsletters**.
4. Scroll down to **Settings**.
5. Turn on **Request customers' approval for your marketing emails at checkout**.

A new tick box now sits just over the **Checkout** button. Its text reads: "Keep me up to date on news and exclusive offers". It starts unticked, so customers tick it to join.

You can also find this switch under **Settings**, then **General**, then **Cart & Checkout**. Scroll to **Newsletters**.

Change the wording

1. Go to **Marketing**, then **Newsletters**, and scroll to **Settings**.
2. Click **Edit**.
3. Type your own words in **Text Label**.
4. Click **Save**.

See who said yes

- **On an order:** go to **My Sales**, then **Orders**. Open an order and scroll to **Additional Information**.
- **On a customer:** go to **My Sales**, then **Customers**, and search for the person. Look for the **Promo emails allowed** notice beside their name.

Get your list

1. Go to **Marketing**, then **Newsletters**.
2. Scroll to **Create a mailing list manually** and click **Export Contacts**.

The list saves to your computer as a CSV file. People who left the box unticked are not on it. Open it in a spreadsheet, or load it into the email service you use, such as Mailchimp.

You can also go to **My Sales**, then **Customers**, choose **Promo Email Allowed** in the **Email Marketing** filter and click **Export All Found**.

Tips

- Leave the box unticked. You may see a setting that shows it already ticked, but customers who choose to join are the ones who want your emails.
- Rules about marketing emails vary. If you aren't sure what applies to you, ask your accountant or lawyer.
- Want your store connected to Mailchimp directly? See [Connect Mailchimp to your store](#).

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us if you'd like the checkbox set up or reworded, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Connect Mailchimp to your store](#) · [Send automatic marketing emails](#) · [Add a consent checkbox to a form](#) · [See your customers](#) · [Change your checkout form](#)

More guides: the [Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com